

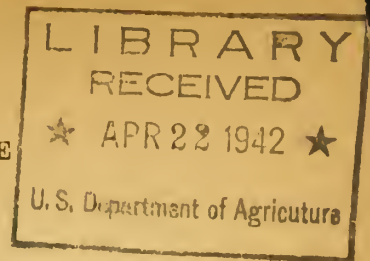
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UNITED STATES DEPARTMENT OF AGRICULTURE  
OFFICE OF INFORMATION  
Washington, D. C.



April 17, 1942

OFFICE OF INFORMATION MEMORANDUM NO. 31

To: Bureau Information Heads  
From: Morse Salisbury, Director of Information  
Subject: Coordination of Government Network Broadcasts by OFF

As you know, the Office of Facts and Figures has been directed by the President to act as a clearing house for Government requests for network broadcast time.

In the following letter William B. Lewis, assistant director of OFF, lays out the blue print for carrying out this directive:

"The Office of Facts and Figures will begin on April 15, 1942, at the request of the networks, to clear radio time for your agency for all broadcasts except speeches.

"Beginning April 15, therefore, will you kindly submit in writing to Mr. Philip Cohen, of this office, all program ideas, whether series or one-time, which you would like offered for clearance for network commercial or sustaining time. Such ideas should be fully outlined, both as to purpose and format, and should be accompanied, when feasible, by sample scripts, exactly as if they were being submitted directly to the networks. This office will then report back to you as quickly as possible regarding availability of time for the program in question.

"Speeches should be handled by you, directly with the networks and stations, as you are now doing and as you have been doing in the past. If you have a program, a portion of which includes a talk by an official of your agency, your entire program should be submitted first to us. Only when a talk occupies the entire time should it be taken up directly by you with the networks or stations.

Cordially,

(S) W B. Lewis  
William B. Lewis  
Assistant Director  
in charge of Operations"

(Over)

This letter does not change the general procedures or the policies governing Department of Agriculture participation in network broadcasting.

It does not alter our basis of cooperation in the Farm and Home Hour, Columbia's Country Journal, Columbia's Garden Gate, or other sustaining network programs in which Department workers are invited to broadcast.

Negotiations with networks for time for special broadcasts will continue to be cleared as stated in Department regulation Number 1241.

And the policy still stands that specifies Department workers will not appear in person in commercial programs.